



INTERNATIONAL
HELLENIC
UNIVERSITY

DEPARTMENT OF
BUSINESS ADMINISTRATION

Serres Campus
Terma Magnesias, 62124, Serres - Greece

COURSE DESCRIPTION

BUSINESS STRATEGY

Semester: 8th

Lectures: 3 hours per week

ECTS: 5

Course objective:

- Introduce the concepts and theories of strategy and strategic management.
- Introduce strategic management models, techniques and tools.
- Emphasize the importance of strategic management and cultivate the strategy.

Learning outcomes:

Upon completion of the course, students should be able to:

- Know the basics of strategy and modern business strategy theories.
- Apply strategic methods, techniques and tools for analyzing the internal, sectoral and external environment of businesses.
- Identify and evaluate overall strategic business choices.
- Interpret the competitive position of businesses and select strategies to achieve a competitive advantage.

Course content:

1. Definition and key concepts of business strategy: corporate mission, vision, strategic goals, strategies.
2. The importance of business strategy.

3. Strategic analysis of the external environment.
4. Strategic analysis of the industry.
5. Strategic Analysis of the internal environment: Theory of Resources and Theory of Capabilities.
6. Tools for evaluating the strategic position of the company.
7. Gaining Competitive Advantage: The value chain of the business.
8. Types of business strategies: growth, retention, retreat strategies.
9. Types of competitive advantage acquisition strategies: cost leadership, diversification, focus strategy.
10. Collaboration to achieve strategic goals: strategic alliances.
11. Acquisitions and mergers
12. Implementing a business strategy
13. The process of strategic planning

Exam methods:

- Multiple choice questions
- Theory understanding
- Case study analysis